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5 August 1955

MEMORANDUM FOR: Special Assistant to the Director  
for Planning and Coordination

SUBJECT: Propaganda Analysis

25X1A8a 1. You may recall that about the first of June in the course of the USIA  
25X1A9a Survey last year, Sherman Kent wrote a memorandum to George Carey recom-  
mending a vast expansion of the propaganda analysis facilities established in  
[REDACTED] This memorandum drafted by [REDACTED] was based upon, among 25X1A  
other things, a two volume study of "Content Analysis" prepared by [REDACTED]  
25X1A [REDACTED] in 1949. A copy of Kent's memorandum reached  
OCI and, by some inadvertence apparently on the part of ONE, also reached  
Allen Evans in OIR. There ensued some vigorous correspondence among these  
offices culminating in a meeting in Mr. Amory's office with interested Agency  
offices which you directed that I attend.

25X1A 2. At that time I informed Mr. Amory that propaganda analysis was  
naturally related to our survey and that it might be desirable to hold off any  
action pending the conclusion of our survey. Mr. Amory agreed. Meanwhile  
I learned that George Carey had made a deal with [REDACTED]  
to institute a new study on this subject and he requested that we hold off any  
further investigation of this subject until that study had been received. On  
25X1A November 24 I reported to Mr. Amory as set forth in Tab A. During May of  
this year I received from Mr. Carey the two volumes of the [REDACTED] study pre-  
25X1A pared by [REDACTED] in response to Mr. Carey's current request and  
subsequently thereafter a draft of the paper which Mr. Carey had prepared in  
pursuance of the reports.

25X1A8a 3. I was invited to discuss this draft with Mr. Carey, [REDACTED] 25X1A9a  
25X1A9a [REDACTED] and [REDACTED] Chief of [REDACTED] and in addition to making some sugges-  
FOIAb3b1 tions for change I recommended that they make available on an informal basis  
25X1A the two volumes of the [REDACTED] study and the draft memorandum (see Tab B) to  
USIA and to OIR (it having already been made available to OCI and ONE). I

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indicated my belief that such an approach would be much wiser than approving the memorandum internally and in serving notice to the other agencies as though it were an accomplished fact, inasmuch as this had been and could well become a very controversial area.

25X1A9a 4. In pursuance of this subject [redacted] invited me to meet with 25X1A9a  
him and [redacted] and his people to discuss the draft memorandum this week.  
25X1A On that occasion and in view of the amount of disagreement on theories and  
judgments expressed by [redacted] in his studies, I proposed that I saw  
25X1A9a no useful results could come from extensive debates on theory about propaganda  
analysis and suggested to [redacted] that we direct our attention to the 25X1A  
action elements of the draft memorandum (which is set forth in Tab B para. 4b)  
and that we see how much agreement was possible. The meeting then developed  
on this basis in a very satisfactory fashion. At the conclusion I proposed that  
25X1A9a [redacted] send to George Carey a letter reflecting the sense of our discus-  
sion and naturally indicating such reservations as he might wish to express re-  
25X1A garding the [redacted] studies. This letter was received by Mr. Carey  
on the 4th of August and a copy is included at Tab C.

5. Meanwhile on the same subject and relevant to the same papers as  
had been the subject of discussions with State, OGI submitted to the ODI its  
views which are included herewith as Tab D. The [redacted] studies 25X1A  
are attached for reference at the bottom of this pile.


6. I believe that it would be worth your while to scan the memoranda  
which I refer to and it might be worth your while to scan the summaries and  
findings which are set forth in three pages of the first of the [redacted]  
reports.

25X1A

#### CONCLUSIONS:


25X1A 7. At this juncture I feel this matter is moving toward a satisfactory con-  
clusion. In a nutshell, and despite all the verbiage of [redacted] what  
25X1A9a Carey and [redacted] want to do is to expand the facilities and do more of and  
better what they are now doing. [redacted] memorandum in my opinion has 25X1A  
the effect of cutting to shreds the high-blown and high-flown (but excellent  
prose) OGI memorandum (Tab D). I believe that the procedures that are set  
25X1A8a forth in the 8th recommendation of [redacted] in para. 4b (Tab B) really are the heart  
of the matter and if carried out we should be about to proceed usefully and with-  
out pointless jurisdictional debates. No action is required by you at this time

on this matter. It may be that this subject will arise at a deputies meeting in the near future and you will therefore want to be acquainted with the subject. My recommendation would be that you support the recommendations of the paper (Tab B) pointing out that recommendations 6 and 7 tend to be rather vague and therefore possibly controversial but the real guts of the matter in terms of performance is not in these two items anyway.

  
Office of the Director  
Planning and Coordination Staff

25X1A9a

**Attachments**

PCS/DCI  (5 August 1955) 25X1A  
0 - Forward  
1 - PCS/DCI  
1 - PCS/DCI Chrono

# MISSING PAGE

ORIGINAL DOCUMENT MISSING PAGE(S):

Enclosures